MEDIA PROMOTION SUMMARY

Month	Program	Units Promoted (million)	Cost ($million)	Cost/M
FEB	"Real Men" Men's Magazines	150	$4.200	$28
MAY	FSI B1G1F	40	2.200	55
SEP	3 pack incentive PM Magazine	24	1.750	73
		214	8.150	

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Source: https://www.industrydocuments.ucsf.edu/docs/krhm0004